



REKICKS

BRAND GUIDELINES

BY RODOTHEA PAPACHRISTOFOROU



PERSONA

Steven has been growing his sneakers collection since his teenage years and is now looking to reduce his carbon footprint by not buying new sneakers, but one's that are either second-hand or made sustainably.

He is looking to find a reliable online store that is easy to navigate and will allow him to keep growing his sneakers collection in a more sustainable way.

MOOD BOARD



LOGO

PRIMARY LOGO

REKICKS

RE-
KICKS RK

SECONDARY
LOGOS

ICON LOGOS



REKICKS

FOR SUSTAINABLE SNEAKERHEADS



LOGO WITH
TAGLINE



FONTS

REKICKS

AMERICAN CAPTAIN

**A, B, C, D, E, F, G,
H, I, J, K, L, M, N, O,
P, Q, R, S, T, U, V,
W, X, Y, Z.**

PRIMARY FONT

BEBAS NEUE

**A, B, C, D, E, F, G,
H, I, J, K, L, M, N, O,
P, Q, R, S, T, U, V,
W, X, Y, Z.**

SECONDARY FONT

PATTERN



COLOURS

#F0E5C5

#4A9E9D

#DA7C2A

#004999

#D02723

BRANDING MOCKUPS



USER FLOW CHART

